



**July 19, 2006**

**12 noon- 2:00 PM**

Meet in South Conference Room  
8<sup>th</sup> Floor, City Hall

**1. Welcome**

**2. Webcast:**

EPA's Watershed Academy: INFLUENCING BEHAVIORS USING SOCIAL MARKETING

A PDF flyer for this event is available online at:

<http://www.epa.gov/owow/watershed/wacademy/webcasts/>

"Benefits of Watershed-Based NPDES Permitting"

by Patrick Bradley and Jennifer Molloy, EPA's Water Permits Division,  
Bob Steidel, City of Richmond Department of Public Works,  
and Federico Maisch, Greely & Hansen

EPA is encouraging a watershed-based approach to permitting and is promoting this through its National Pollutant Discharge Elimination System (NPDES) Program. EPA recently issued several policy memos and guidance to promote watershed-based permitting. Webcast instructors will discuss the benefits of watershed-based permitting, present an explanation of the process and several mechanisms to implement watershed-based permitting, and outline how EPA will encourage this approach. The instructors will also discuss issues related to managing stormwater and other wet weather related impacts and present a case study related to activities in the City of Richmond, VA designed to move toward a watershed-based approach.

**3. Other Items**

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